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Digest

RAY LEWIS
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ALONG THE VIA VENETO

SIDEWALK PICTURES
PRODUCING CO. INC.
I personally know David Selznick, Jennifer Jones, and Dore Schary, and they are interested in producing a picture in Italy. Now if you will furnish 8 billion liras. . . .
I personally know Ingrid Bergman and Rosselini. They have not quarrelled. It is only publicity. They will, together, produce a picture in Italy and you will finance for 5 billion liras. . . .
I am an independent producer. I know myself the best stars in Italy. You will furnish a few millions of liras, for I have produced the greatest Italian picture ever made. Ask the critiques Americanos . . .

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
21 DUNDAS SQUARE TORONTO

M-G-M STUDIOS
Culver City, California

EXTRA

M-G-M's PROSPERITY PLAN HAS A "LOT" BEHIND IT! JOIN!

As The Hollywood Reporter says: "Things are really jumping at M-G-M" and Film Bulletin observes: "M-G-M's backlog of pictures is one of the strongest in the company's long and successful history. It was no idle boast that the studio would build up a total of 67 pictures this year." Showmen may well be proud of our great Studio organization, as is the entire Friendly Company Family throughout the world.

UP AND COMING!

"LITTLE WOMEN" (*Technicolor*)
June Allyson • Peter Lawford • Margaret O'Brien
Elizabeth Taylor • Janet Leigh • Rossano Brazzi • Mary Astor

"TAKE ME OUT TO THE BALL GAME" (*Technicolor*)
Frank Sinatra • Esther Williams • Gene Kelly • Betty Garrett

"THE BARKLEYS OF BROADWAY" (*Technicolor*)
Fred Astaire • Ginger Rogers • Oscar Levant

"THE GREAT SINNER"
Gregory Peck • Ava Gardner • Melvyn Douglas • Walter Huston
Ethel Barrymore • Frank Morgan • Agnes Moorehead

"THE STRATTON STORY"
James Stewart • June Allyson • Frank Morgan
Agnes Moorehead • Bill Williams

"THE SECRET GARDEN"
Margaret O'Brien • Herbert Marshall • Dean Stockwell

"EDWARD, MY SON"
Spencer Tracy • Deborah Kerr

"NEPTUNE'S DAUGHTER (*Technicolor*)
Esther Williams • Red Skelton • Ricardo Montalban
Betty Garrett • Keenan Wynn • Xavier Cugat

"IN THE GOOD OLD SUMMERTIME" (*Technicolor*)
Judy Garland • Van Johnson
S. Z. 'Cuddles' Sakall • Spring Byington

"BORDER INCIDENT"
Ricardo Montalban • George Murphy

"ANY NUMBER CAN PLAY"
Clark Gable • Alexis Smith • Wendell Corey • Audrey Totter

"MADAME BOVARY"
Jennifer Jones • James Mason • Van Heflin • Louis Jourdan

"BATTLEGROUND"
Van Johnson • John Hodiak • Ricardo Montalban
George Murphy • Marshall Thompson

"THE FORSYTE SAGA" (*Technicolor*)
Errol Flynn • Greer Garson • Walter Pidgeon • Robert Young
Janet Leigh

"CONSPIRATOR"
Robert Taylor • Elizabeth Taylor

"SCENE OF THE CRIME"
Van Johnson • Gloria DeHaven • Arlene Dahl • Tom Drake

"THAT MIDNIGHT KISS" (*Technicolor*)
Kathryn Grayson • Jose Iturbi
Ethel Barrymore • Mario Lanza • Keenan Wynn

"THE RED DANUBE"
Walter Pidgeon • Peter Lawford • Angela Lansbury • Janet Leigh
Ethel Barrymore • Louis Calhern • Francis L. Sullivan

"MALAYA"
Spencer Tracy • James Stewart • Valentina Cortesa
Sydney Greenstreet • John Hodiak • Lionel Barrymore

"BODIES AND SOULS"
Glenn Ford • Janet Leigh • Charles Coburn • Gloria DeHaven

"KEY TO THE CITY"
Clark Gable • Loretta Young

"ANNIE GET YOUR GUN" (*Technicolor*)
Big M-G-M All Star Cast

"SIDE STREET"
Farley Granger • Cathy O'Donnell • James Craig • Paul Kelly

"ON THE TOWN" (*Technicolor*)
Gene Kelly • Frank Sinatra • Betty Garrett • Ann Miller
Jules Munshin • Vera-Ellen

The Biggest Picture of All Time Is In Preparation: "QUO VADIS"

RAY PRESENTS

THE caption of our editorial cartoon originates from the fact that the Via Veneto is lined with tables where one can see and meet everybody in Rome. There, between cups of chocolate and ices of various descriptions, the film trade representatives of America and other countries meet to discuss film deals, and to plan for picture . production in Italy.

The natives of Rome in our film trade refer to some of the picture production enthusiasts as Sidewalk Pictures Producing Co. Inc., because most of the sidewalk plans go the way of all flesh; they are as non-substantial as granita-di-caffe (ice-cream) or Gelato, for the productions fail to materialize.

MEN here in Rome will meet for a cup of coffee or hot chocolate or a brioche in the early morning to discuss a business deal; for, when the noon hour arrives, the time has come for lunch and most places close. This means banks, shops, and offices, for lunch is an institution, a tradition, which is taken seriously in Europe.

The shops reopen again late in the afternoon, and it is not unusual for film executives to carry on at their offices until 8 P.M. in the evening following which they have their dinner; and again, until 1 A.M., there are the rendezvous on the Via Veneto.

I must not forget to mention that, somewhere between four and six, sleep is a popular pass-time. As Mrs. George Margolin said to me, "Ray you must sleep, everybody sleeps in Rome in the late afternoon. It is important. Following that, you can take a walk along the Via Veneto, have a coffee, or a Gelato, and prepare for your dinner".

In respect to production of Italian pictures this season, there does not appear to be the possibilities of an extensive supply. The reasons, for there are a few, are: Italy requires to develop new stars and players, since most of the stars have been in pictures for ten to fifteen years and the Italian public, for which pictures are primarily made, irrespective of the Export market, like to enjoy the reality of knowing that the young girl or young man in the picture is really young.

ANOTHER important reason is the increased price of production. Despite the fact that there are some producers here who can still produce an excellent picture for fifty to seventy-five thousand American dollars, the former price of picture production has tripled. Producers have advised me that the American film interest in Italian produced pictures is responsible for the increased costs of production.

We must further consider that the American Film Interests have billions of lira frozen in Italy, and that some of Italy's opera stars and screen stars are now in America. The opera stars such as Italo Tajo and Tagliavinni are under contract at the Metropolitan Opera House, and Tito Gobbi recently returned from a concert tour abroad. These singers were formerly obtainable for Italian pictures. All three appear in "This Wine Of Love" and "The Barber Of Seville."

THOSE of you who are familiar with these film-operas, with their symphony orchestras, chorus and ballet of the Royal Opera House, Rome, their other fine singers and players, will be surprised to know that the producer made "The Barber Of Seville" for approximately thirty-five thousands of dollars. Today, he could not assemble such a cast for less than three times this sum; and since it was an Independent production effort, three times is millions and millions of lira in Italy, very real money to Italian producers.

I doubt whether it would be possible to secure the services now of such Opera singers as Tagliavinni, Italo Tajo, Tito Gobbi, Nelly Corradi to appear together in a picture, since Tagliavinni and Tajo receive more for one Opera season at the Metropolitan and for their respective concert appearances in America than they could earn during their singing lifetime in film productions in Italy.

DESPITE the fact that Italy saw plenty of war and its tragedies, the Italian public likes serious pictures, heavy drama, plenty of love interest, or the musical comedies. The usual "escapist material" receives a shrug of the shoulders, for the Italians do not strain at living and as we do in America. They enjoy what is given them by The Lord and The Marshall Plan.

Business at the theatres is not good. In fact, some theatres are operating, I am told, at a loss. There are in Italy eleven thousand theatres, over twice as many theatres as there are in Great Britain (the population of both countries being not very different, about forty odd millions of people respectively).

Of the eleven thousand theatres in Italy, 2000 of these are operated by Catholic Societies. They are Auditorium theatres, showing 35 mm., and are usually open on Saturday and Sunday. The remaining nine thousand theatres in Italy are regular motion picture theatres, and of this number there are 65 operating in Rome, a city of approximately 1,300,000 and, in addition, there are in Rome 35 theatres of the Auditorium type.

I AM indebted for this information to Dr. Alfredo Guarini, vice-president of Enic company which is an exhibition, distributing, and producing organization through its affiliate companies. Enic operates the Cina Cita studios (City of Studios) which is the studio company, Cina, the producing company, and Enic, the parent organization.

All of the stock or shares are held by the Government, but the companies are obliged to find their own financing, and must be self-supporting, with authority to borrow from banks or from other financial interests, for which Enic pays interest at usual rates, and for which the investors may receive 50% of the profits of the operating circuit, a chain of theatres numbering 150 throughout Italy.

You can imagine how difficult it is for me to keep my mind on business here in this most beautful and ancient city of Rome. Wherever I walk, I walk with Antiquity. There it is in all its monumental glory and splendour, not inside a museum, but fronting a street, for all those who pass by to see, if they have a vision for such Eternalities.

Toronto and District

By BILL PRESS

MANY executive representatives of the film industry in Toronto attended the banquet of the Canadian Council of Christians and Jews on the roof garden of the Royal York Hotel, June 14, to hear the address of Dr. Everett R. Clinchy, president of the International Council.

Dr. Clinchy assisted in the formation of the Canadian Council which has its office at 4 Albert Street. It has sponsored Brotherhood Week as one of its projects.

Attendance at the dinner was urged at the previous meeting of the Motion Picture Branch, Toronto Board of Trade. In the United States the moving picture industry has taken an active interest in the Council because of its efforts for inter-racial understanding.

* * *

The Ace Theatre at 605 Danforth Avenue, Toronto, has announced new low prices, the new adult admissions being 30c before 7 p.m. and 36c after that hour. The Palace and Danforth Theatres are nearby.

* * *

The Hamilton Theatre Managers Association asked the city council to ban carnivals because they were detrimental to theatre business. The city fathers failed to take action, however, on the ground that the midways helped the local service clubs.

* * *

The rising tide of foreign films in Canada was given further demonstration when the Dual Hollywood in Toronto started a special engagement of "Passionnelle" and "Torment", both with English titles.

The Odeon Kent in Windsor, Ont., has joined the list of theatres which are offering dinnerware premiums. The Kent has followed a combination policy of British and Hollywood pictures, mostly on double bills.

* * *

Mrs. Dorothy Ball, cashier at the Toronto Uptown, was robbed of $210 late in the evening by a gunman who made his escape despite the efforts of Robert Cosburn, assistant manager, who gave chase. The Police Department checked the report that officers nearby had failed to heed the calls of Cosburn to grab the crook.

Last year Mrs. Ball's husband at the Alhambra Theatre was slugged and robbed of $1,000 in another hold-up.

* * *

Hon. J. Earl Lawson, president of Odeon Theatres (Canada) Limited and other J. Arthur Rank companies in the Dominion, is expected to be a patient in the Western Hospital for some time although the latest report is that he has been showing improvement.

* * *

It will not be until Aug. 24 that the Royal Commission on the encouragement of Canadian culture, headed by Rt. Hon. Vincent Massey, will get around to consideration of films. Radio and television will be discussed commencing Sept. 6, the hearings to be held at Ottawa.

* * *

"Quartet" has been held for a fourth week at the Community, Hamilton, which was re-opened in May by 20th Century Theatres as an art theatre after remodelling.

Adolph Zukor, who addressed Paramount's Canadian annual sales meeting, is shown being welcomed by Dick Main, president of the Ontario Motion Picture Exhibitor's Association, after Mr. Main responded to Mr. Zukor's speech. Canadian General Sales Manager, Gordon Lightstone, happily looks on.

The Canadian Moving Picture Digest

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RAY LEWIS
Editor-In-Chief
JACKIE ROSS
Assistant to the Editor

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— Correspondents —

A. L. FAIRWEATHER ..... Saint John, N.B.
J. J. CONKLIN ..... Winnipeg, Man.
BRUCE PEACOCK ..... Regina, Sask.
JACK DROY ..... Vancouver, B.C.
WILL McLAUGHLIN ..... Ottawa, Ont.
BILL PRESS ..... Toronto, Ont.

Quebec Censors Ban British Film

The Quebec Censor Board has banned the showing in the province of the J. Arthur Rank film "Look Before You Love", because the picture contains a reference to divorce. The film, starring Margaret Lockwood and Norman Wooland, was to have opened in two Montreal theatres on June 10th.

6 Classified Adult

The following pictures were classified "Adult Entertainment" by the Ontario Board of Censors during the period May 1st to May 31st, 1949: "The Crooked Way" (UA), "The Lodger" (20th-Fox), "The Judge" (Astral), "Paisan" (Cardinal), "Castle On The Hudson" (WB) and "Lucky Jordon" (Para.).

Mrs. Florence Hunt and Daughter wish to express their sincere thanks and apreciation to their many friends who were so kind to them during their recent bereavement.

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Zukor Outlines Future For Exhibitors And Paramounteers

The Royal York Hotel was the scene of some expert forecasting last week when Adolph Zukor, Chairman of the Board of Paramount Pictures, addressed a luncheon gathering of Paramounteers from across Canada and local exhibitors. In the course of his 77 years, Mr. Zukor has learned to call a spade a spade — and that is exactly what he did when addressing the Toronto gathering.

In discussing the future of the industry, Mr. Zukor drew on his experience after the last war, a period comparable in many ways to the one the industry is now facing. "Now that the lush years are behind us.", Mr. Zukor said, "we'll have to look ahead and plan for the period of normality which is bound to follow. That is the way we were thinking in New York a year or two ago." Mr. Zukor felt at that time that the first step was to solidify the Paramount organization out in Hollywood, to get rid of the dead wood, the self-appointed genii who had been able to subsist on the excesses of the wartime boom.

That job having been done, the next step, he felt, was to sign up the best talent available and to back that talent to the limit with all of Paramount's resources. To this end, deals have been made with several of the biggest names in Hollywood production — Capra, Wilder, Hal Wallis, and, of course, Cecil B. DeMille.

Speaking of the Paramount releases starting this September, Mr. Zukor said, "In any number of years and in all the studios of Hollywood including Paramount, I have never seen the number of big box-office pictures that Paramount now has ready for release."

Addressing his final remarks to the exhibitors present, Mr. Zukor said, *"The time is here now when every individual has to count his pennies before he spends them.* But there are a lot of good pictures coming from Paramount that will sustain you in business and, I hope, a good profitable business."

Dick Main, President of the Motion Pictures Exhibitor's Association of Ontario, in replying to Mr. Zukor's speech, specified the problems that he saw facing exhibitors in the next five years: the necessity for good pictures, the need of selling them harder, the increased seating capacity in this country which means more seats to fill, and the competition of new media.

Mr. Main pleaded for co-operation between all branches of the industry in order to make the solving of these very real difficulties easier. "In the past", he said, "this industry has been beset by trials, tribulations and expense. But these can be avoided if we accept the responsibility of our position and try to keep out of trouble. *These can be avoided,"* said Mr. Main, *"by men of good will."*

(*Continued on Page 7*)

At the Paramount meeting: (Left to right) Jack Bowers, Toronto Short Subject Booker; Jerry Cass, Toronto Feature Booker; Charles Murphy, Toronto Salesman; Tom Dowbiggin, Montreal Branch Manager; W. L. Gibson, Calgary Booker; D. B. Brager, Calgary Salesman; W. J. O'Neill, Secretary-Treasurer for Canadian Home Office; P. J. Hogan, Saint John Branch Manager; Max Youngstein, National Director of Advertising, Publicity and Exploitation; A. W. Schwalberg; Vice-President in charge of Distribution; Gordon Lightstone, Canadian General Sales Manager who presided over the two-day meet; Oscar Morgan, General Manager of Short Subjects and Newsreel; Fred LeRoy, New York Home Office Representative; Romeo Goudreau, Montreal Salesman; E. Huber, Winnipeg Booker; Syl Gunn, Winnipeg Branch Manager; and Bob Lightstone, Winnipeg Salesman. Standing are: W. O. Kelly, Calgary Branch Manager; Ambrose Theurer, Toronto Booking Manager; Russ Simpson, Toronto Branch Manager; R. R. Murphy, Vancouver Branch Manager; H. Q. Burns, Ad Sales Manager, Toronto; M. Stevenson, Vancouver Booker; W. Young, Montreal Booker; R. A. Thorne, Saint John Booker; and Win Barron, Canadian Director of Advertising and Public Relations.

Leach Re-Elected By Alberta Exhibitors

The Alberta Theatre Association re-elected Ken Leach as its President at the recent convention held at Banff.

Highlight of the agenda was the letter addressed to the Calgary Film Board of Trade by the Association requesting that drive-ins located within 12 miles of the limits of a city or village be regarded as theatres insofar as the sequence of runs is concerned.

Another resolution called for a new classification of pictures by the Alberta Censor Board.

More than 60 members were present at the annual meeting.

"Iron Crown" Record-Breaker, Rialto, N.Y.

With the heat-wave knocking Broadway grosses into the doldrums, only one new entry last week showed real strength. The one winner was an Italian - language production, with English superimposed - titles and English narration entitled "THE IRON CROWN". "VARIETY", bible of Show Business, reports it as follows:

"Upsurge of hot weather over the past weekend and through Monday and Tuesday is inflicting a heavy blow on Broadway first-run business this stanza. Trade is estimated to be 10-22% off from what normally would have been expected, particularly in view of seven new bills. But "IRON CROWN", Italian - made spectacle, is cashing in on a flashy bally to reach sock $17,000 at the Rialto. Biggest here in weeks".

"VARIETY", in its review on "THE IRON CROWN" reports as follows: "The Iron Crown", adaptation of a legend written in the 13th century, is surefire for foreign houses. Recipient of the first prize at the Venice Film Festival, (Crown) is produced on a DeMilleian scale, with lavish and spectacular scenes".

Rights in Canada to "The Iron Crown", are held by Alliance Films Limited, and the picture will be distributed in Canada by the newly-formed Selznick - Alliance Releasing Organization.

Maritime News

By A. L. FAIRWEATHER

JUDGMENT by the New Brunswick Appeal Court has been reserved in the appeal of the Paramount Theatre, St. John against the order of Fire Marshal H. M. Armstrong prohibiting smoking in that theatre. Judge Barry of the Saint John County Court previously upheld the order. It is expected that no decision will be received until September. J. J. F. Winslow, lawyer for the theatre, questioned the Fire Marshal's right to give such an order and stated that the statute under which he acted only implied protection of the building where smoking would be a danger. He cited the fire-resistant properties of the theatre. C. F. Inches, K.C., appeared for F. Harrison Howe, manager of the Paramount. A. M. F. Limerick, in support of the prohibition, claimed that the Act had the intention of protecting persons as well as property. Mr. Limerick stressed the idea that the Fire Marshal's order was on account of his contention that there is a possibility of patrons' garments catching fire. On the Bench were Chief Justice C. D. Richards, Mr. Justice W. H. Harrison, and Mr. Justice P. J. Hughes. The Act provides for an appeal by way of review to the County Court Judge.

* * *

Maurice Elman of Alliance Films, St. John, was elected president of the New Brunswick Chess Association at their recent annual meeting.

Mr. Elman won the championship with 5½ points. He will attend the Dominion Chess Championships planned for August at Arvida, Quebec, representing New Brunswick.

* * *

The excursion of the Film and Theatres Bowling Club to Digby and Annapolis was a great success, 33 people taking the Princess Helene and sailing across the Bay of Fundy. Prizes for the season were presented. Great credit is given Walter R. Golding of the Community Theatre, West St. John who managed the entire affair and whose genial personality adds to every affair at which he is present.

Perry Attends N.Y. Meet

Beginning June 23rd, Universal International held a four day sales meeting of their home office sales cabinet, district managers, and advertising staff at the Waldorf Astoria Hotel, New York.

N. J. Blumberg, president, addressed the opening meeting which was presided over by W. A. Scully, sales vice-president.

Among those present at the meeting were Alf W. Perry, President of Empire-Universal of Canada.

Vancouver News

By JACK DROY

CECIL STEEL, who operates theatres in Northern British Columbia, was successful in his bid for a seat in the B.C. Legislature and will represent the Omineca district as a Government supporter. Al Trout Hope, B.C. theatreman, was left at the post.

* * *

Sydney Freedman has been appointed assistant manager to Mickey Goldin at the new Studio Theatre. Freedman was with Goldin when he managed the Odeon-Vogue.

* * *

The first stag smoker held by the Canadian Picture Pioneers Vancouver Branch was voted a big success by the oldtimers. 45 members were present. In the prize drawing, the lucky boys were Al Mitchell, Paradise, Nat Lavant, Columbia, John Bramerton, U-A, and Gordie Munro of Odeon head office. CPP will hold smokers every 3 months from now on.

* * *

Plans for construction of a coliseum at the Exhibition Gardens to accommodate more than 1200 persons and to cost between 2 and 3 million were announced by the Exhibition Board. The coliseum (badly needed here) will be used for agriculture, sports, concerts, name bands, and other events. Spot is 3 miles from city centre.

* * *

Local 348 IATSE projectionists union held a special meeting June 15 at the medical building. One of the matters discussed was the new agreement for wage and working conditions. The present agreement expires September 1. It's expected that demands will be a revision and an increased wage scale for the B.C. projectionists. But theatre and circuit officials can see no reason for an increase with business away off now.

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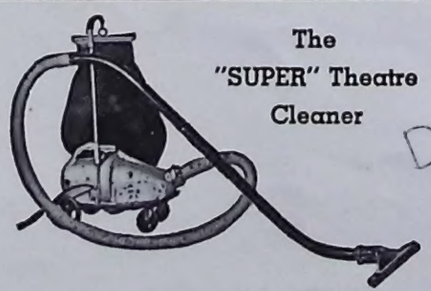
Art Gilbert of MGM is back from a sales trip to the mining towns of Bralorne and Pioneer in the B.C. interior, and reports both towns doing good business.



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VANCOUVER TORONTO MONTREAL

« Capital Story »

By WILL McLAUGHLIN

THE five-day week will be in effect again this summer in the Civil Service, according to the formal announcement by acting State Secretary Gibson, following a decision made at a recent Cabinet meeting. Starting July 4th, the five-day week will be in force during July and August on the same conditions as last year. As Government workers form a large percentage of theatre-goers in this city, any changes in their office hours are of direct interest to theatre operators and managers. Some show people are inclined to believe that the five - day week has an adverse effect on the box-office over the long week-end through thousands of civil servants and their families leaving town from late Friday to Monday. This opinion particularly applies to operators of neighborhood and suburban theatre situations. Managers of uptown first-run houses, on the other hand, point out that Fridays and Saturdays attract more patrons than can be taken care of with comfort and that those who are potential patrons attend following their return to the office on Monday.

* * *

At the moment, however, the theatre managers' greatest worry is that old bogeyman, the weather. Some of the better pictures are doing well enough uptown, despite the current heat wave; neighborhood theatres, with "give - away" nights are holding to the line. But all are feeling the box-office slump during the warm evenings, as thousands of families with cars wend their way out the highways to the district's two drive-in theatres.

* * *

Beverley Tubman, charming young daughter of Ray Tubman, Famous Players district supervisor and resident manager of the Capitol Theatre, is one of this year's graduates of the Ontario Ladies College, at Whitby, Ontario.

* * *

Prime Minister Louis St. Laurent and the three Liberal candidates in the local ridings took part in a special electioneering meeting at the Famous Players' Capitol Theatre in Ottawa in the night of June 20.

Rio Victoria Re-opens

Hymie Singer of the State Theatre Vancouver opened his reconstructed Rio Theatre in Victoria after a closure of six months, enforced by construction difficulties. Contractors built a faulty operating booth which had to be rebuilt. Singer spent more than $25,000 renovating the Rio situated in the lower part of the Capitol city of B. C. Shelia BeJay, Victoria's only lady manager, will be in charge of the 750-seater.

Screen Reviews By Mr. Public

By STEPHEN VISE

"Mr. Belvedere Goes To College"

(20th-Fox)

WHEN a B-picture called "Sitting Pretty" became a smash comedy hit, 20th Century-Fox decided that they would be sitting even prettier if they produced a sequel to it for the box-office. They did, and the result is that Clifton Webb as the same patronizing, undisputed genius, Lynne Belvedere (just ask him), now goes to college. And believe me when I say that no college can remain unchanged after Belvedere gets through with it!

It seems that our celebrated author of the novel, "Hummingbird Hill", is just about down to his last cent because of libel suits brought against him; unless he can obtain a college degree, he will never be able to collect the $10,000 prize money that is due to him. So off he goes to Clemens University to telescope a four year course into one, working his way through as a hasher in the Triple Gamma sorority house.

A bit standoffish at first in his elegant, middle-aged attire, he soon condescends to wearing a freshman cap. Socially, he spends most of his time putting bullying sophomores in their places and instructing tight-sweatered, goggle-eyed coeds in the arts of good behaviour and waltzing. On the side, he cooks the girls crêpe Belvedere and plays them piano concerts from Bach, boogie-woogie, and Belvedere, who, in his unprejudiced opinion, is the world's greatest composer.

But his most outstanding extra-curricular activity is athletics. When the frosh are losing in their annual track event to the sophs, Lynne drops his textbook, rolls up his pants, and jumps into the field to pole vault the freshman team to victory — and, incidentally, to set a world's record.

"Mr. Belvedere Goes to College" is swell fun though less original than "Sitting Pretty". With this thought in mind, let us hope that Hollywood will let well alone by not attempting to make a third sequel. Still, I can just see those future plans for Clifton Webb as perhaps: "Mr. Belvedere Goes to Russia", or "Belvedere for President", or "Belvedere Gets a Wife" or better yet, "A Wife Gets Belvedere", and so on. At any rate, in going to college, he certainly showed us a painless way of acquiring an education.

"Paisan"

(Cardinal)

IN "Paisan", Director Roberto Rossellini and author Sergio Amidel have again brought to the screen that particular brand of Italian realism which approaches the spontaneity of life itself. Once more we have the men, women, and children sinking into or rising up from the ruins of despair and futility left by the war. But this time, the drama does not lie chiefly in the actions of a few individuals; it concentrates rather on the brief contacts made by the Allied Armies with Italian civilians and partisans while they chase the Germans out of Sicily and northward up the boot of Italy to their final defeat.

Against this background of war and mankind, "Paisan" tells six independent stories or episodes. It tells of the short tragic romance between a G.I. and a Sicilian peasant girl, whose sacrifices are completely misunderstood by the soldier's buddies; the unexpected common bond a negro M.P. feels between himself and a Neapolitan urchin when he discovers the latter's poverty; the moral decline of a girl from respectability to prostitution after Rome's liberation; the frantic and conclusive search of an American nurse for a pre-war lover in German-held Florence; the ironical lesson in tolerance and humility learnt by an American Catholic chaplain when he brings his Protestant and Jewish chaplain friends to a secluded monastary and shocks its unwordly monks; and lastly, the useless slaughter of an American OSS man and his partisan and British friends two weeks before the war ends.

Because English is the predominant language (English titles are thrown in when necessary), this picture is easier to follow than most foreign movies. Yet for a true understanding of its subtleties and ideas, one has to see and think about "Paisan" over and over again. And the more one does recall the horror and brutality, the ugliness and chaos, that its characters are confronted with, the more one comes to sense the beautiful poetry and meaningfulness of this picture in which people dare to survive and seek dignity out of life.

PARAMOUNT MEET

(*Continued from Page* 5)

The luncheon was chaired by Gordon Lightstone, Canadian General Sales Manager of Paramount who introduced the head table and speakers and welcomed the guests on behalf of Paramount.

Bercovitch The Rainmaker

Arnold Bercovich, of the Broadway, Regina, isn't taking full credit for it but he points out the coincidence. After a long dry spell, Regina had two heavy rains during the playing of "Henry the Rainmaker" at the Broadway.

J. Howard Fletcher, who operates a theatre in WEST VANCOUVER, has announced that he will erect another on Marine Drive, in the heart of the rapidly developing Capilano section; seating capacity, 450. Fletcher refers to the house as "somewhat of a studio theatre".

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It is reported that Seattle interests will build a drive-in theatre at HANEY, B.C., in the Fraser Valley.

• •

Lloyd Bradley, of the Lyric, MOOSOMIN, SASK., has taken the hard seats out of his theatre and installed cushion seats.

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The town of TABER, ALTA., is all agog over the new theatre being built by Bishop "Doug" Miller, owner of the Rex, Taber. Seems the new showplace will be the first theatre constructed in the town since the Rex was built in 1913. Taber high-school students have been writing eulogistic pieces in the Taber Times about the "five hundred soft, comfortable, roomy seats", the "love-seats", the "spacious lobby", and the "cry room". The management is even running a name contest for the new theatre since "any old name is not good enough for the showplace of Taber".

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The theatre at OXFORD, N.S., operated by George E. Fulton has been reconditioned and converted from a 16mm. to a 35mm. house.

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A $60,000 theatre will be built at WEYBURN, SASK., permission having been granted by the City Council.

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H. H. Simminds, Vancouver architect, is designing two B.C. theatres; a 449-seater at KEREMEOS, B.C., for G. A. Gough and a 300-seat house at GOLDEN, B.C., for Owen Bird. The former, a quonset-type, is expected to cost $45,000, and the latter, $22,000.

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Walter C. McDonald, a former reeve, and Herbert T. Meldrum have opened the Winchester Theatre at WINCHESTER, ONT. The independent theatre, the first for the eastern Ontario town, is of cinder block construction with stucco finish and has a seating capacity of 415. All equipment for the theatre was furnished by Gaumont-Kalee, Toronto.

SO YOU THINK BUSINESS IS BAD?

We know it isn't good. Like others in the industry, we have been conjecturing and asking questions (with and without the aid of Life Magazine), to ascertain whether bad business is caused by television, quality of pictures, or what.

WE NOW STATE UNEQUIVOCALLY that with a great picture you can still do great business. Stanley Kramer and Grad Sears screened "Home of the Brave" for us last Spring, in rough form, in California. Its box-office possibilities were immediately apparent. A real problem confronted us — here was a fine meaty picture, even though controversial, but without ANY star value. How to merchandise it ? ? ? The Essaness organization devised a campaign just as meticulously as a motion picture should be planned and executed from script to completion. This campaign, radical, different and truthful, was carried out with intense fervor. THE RESULTS MADE MOTION PICTURE HISTORY.

The Woods Theatre in Chicago has 1093 seats. Its admission price is 98c, including 16c tax. The first week gross is $46,442.00. THIS IS AN ALL-TIME RECORD FOR ANY THEATRE IN THE WORLD. The Average admission occupancy was over $42.00 per seat for the week. Translated in terms of one of the 6000-seat New York theatres at their current admission prices A GROSS OF OVER $350,000.00 IN ONE WEEK would be required to equal the Woods Theatre per-seat record.

It is a pleasure to congratulate Stanley Kramer who dared to walk an untrodden path. He is also to be commended for making a great picture with a most modest budget, sans stars. However, we do not recommend this procedure unless a script is as fine as "Home of the Brave" was, and the equivalent attributes of writing, acting, direction and production are forthcoming.

This ad is being published to cheer those of you who might be despondent. The Woods Theatre is making a lot of money with this picture and paying a tremendous film rental, and selfishly we want to maintain our advertising slogan that the Woods Theatre is the "World-Renowned Home of Hollywood's Best." To the end that we do not exceed credibility in our advertising slogan, whenever deserving pictures are available we will continue to send Hollywood large film rentals.

ESSANESS THEATRES CORPORATION

NOTE:—This is an unsolicited testimonial to United Artists great motion picture "HOME OF THE BRAVE", paid for and inserted in American trade papers by the Essaness Theatre Corporation of Chicago, Ill.